

Advisory Committee Meeting

June 29, 2005

Chula Vista urban core

Today's Meeting

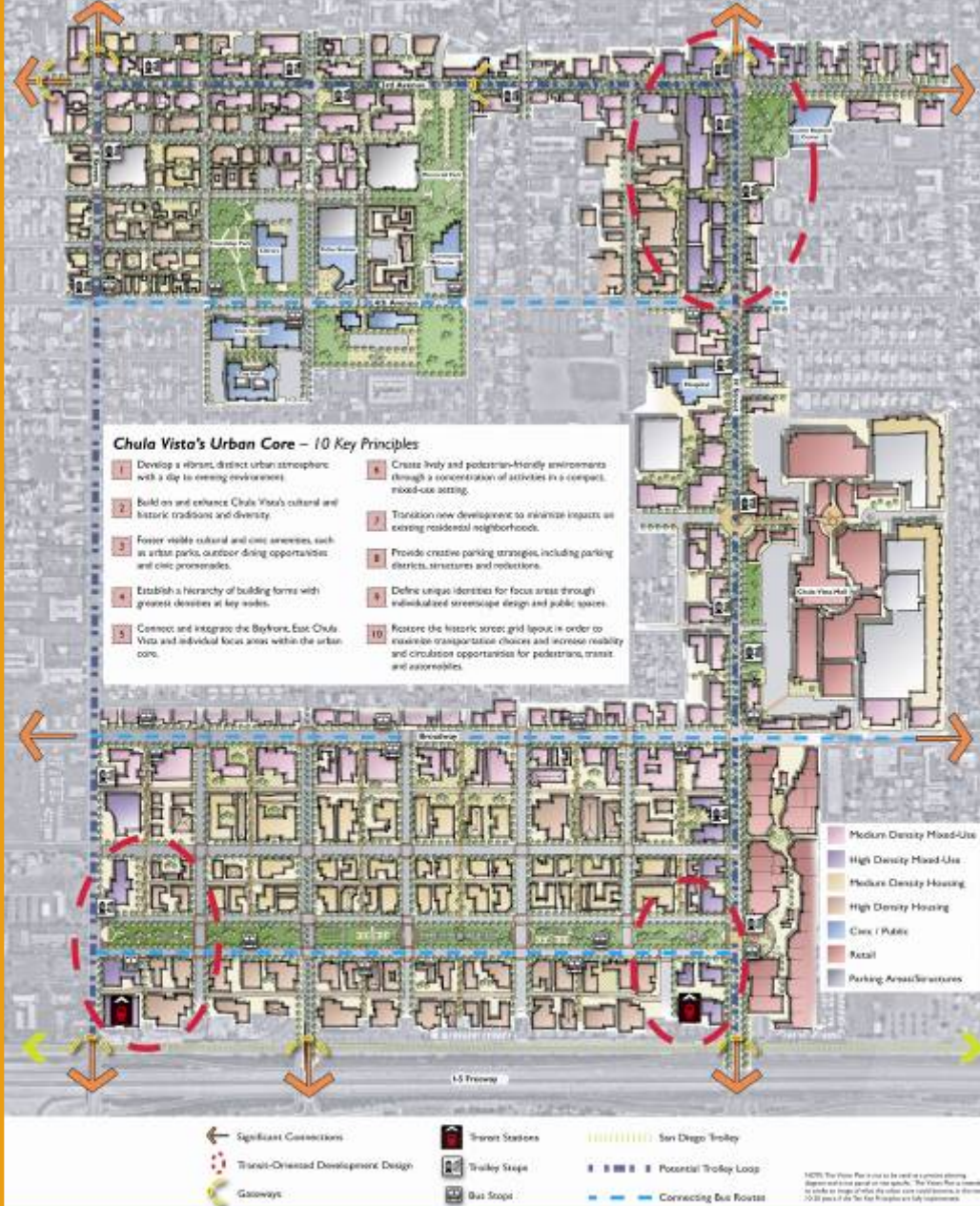
- Visual Simulations
- Draft Community Benefits Program
- Historical Perspective Overview
- Zoning & Sub-district Boundary Modifications

Chula Vista **urban core**



Vision Plans

Chula Vista **urban core**



Chula Vista Urban Core

Vision Plan

December 2004



ERM DESIGN GROUP



3rd Avenue Typical Present Section



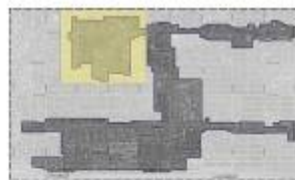
3rd Avenue Typical Future Section



Axonometric

The Downtown Village Vision Area

The Village will be a lively destination with a small town feel. Restaurants, outdoor cafes, bookstores, art houses, theaters, and shops will flank the expanded sidewalks and tree-lined streetscape. This entertainment and retail destination serves all of Chula Vista by energizing the 3rd Avenue corridor and vicinity. The district also celebrates cultural arts and civic functions linked by an enhanced park system. A cultural center could potentially be located on 3rd Avenue adjacent to the northwestern edge of Memorial Park.



- Medium Density Mixed-Use
- High Density Mixed-Use
- Medium Density Housing
- High Density Housing
- Civic / Public
- Retail
- Parking Areas/Structures



Gateway Monument



Typical Paseo



3rd Avenue

NOTE: The Vision Plan is not to be used as a precise planning diagram and is not parcel or site specific. The Vision Plan is intended to evoke an image of what the urban core could become, in the next 10-20 years, if the Ten Key Principles are fully implemented.



H Street Typical Future Section



Plaza Along H Street



3rd Avenue and H Street

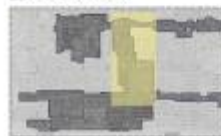


Axonometric



Row Housing Adjacent to Retail Center

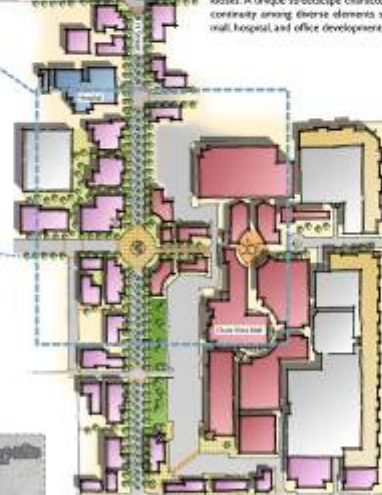
- Medium Density Mixed Use
- High Density Mixed Use
- Medium Density Housing
- High Density Housing
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The Grand Boulevard Vision Area

The H Street corridor is the primary business, commercial and transit backbone of the Urban Core. Buildings, plazas and parkways activate the street edge and deliver a building pedestrian environment.

The Grand Boulevard is the most urban of the vision areas with medium to high rise buildings forming the backdrop to the double rows of trees, extended sidewalks, frequent transit stops, newspaper stands and kiosks. A unique streetscape character provides consistency among diverse elements such as the regional mall, hospital, and office developments.



2007: The Vision Plan is not intended as a precise planning document and is not parcel or site specific. The Vision Plan is intended to provide an overview of what the urban core could become. In this case, 1:50,000 scale. Nothing is shown on this map.



Chula Vista Urban Core

The Boulevard

December 2004



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- Medium Density Mixed-Use
- High Density Mixed-Use
- Medium Density Housing
- High Density Housing
- Civic / Public
- Retail
- Parking Areas/Structures

The Promenade Vision Area

A dynamic mix of regional transit centers, visitor-serving uses and a retail complex surrounds an enhanced, medium-rise residential quarter. Circulation is improved by reestablishing the traditional street grid.

A tree-lined, extended linear park offers both neighborhood and community serving amenities supported by mid-block paseos. The park transitions from an active community venue with a more formal landscape to recreational features such as tennis and basketball courts to passive greens. Anchoring the park, the retail plaza links the Bayfront to the regional mall. Ample public spaces provide for open air markets, mercados, cultural festivals, art exhibits and other community events.



Plaza at Promenade Terminus



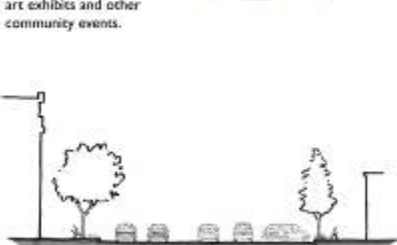
Typical Paseo



Park Atmosphere



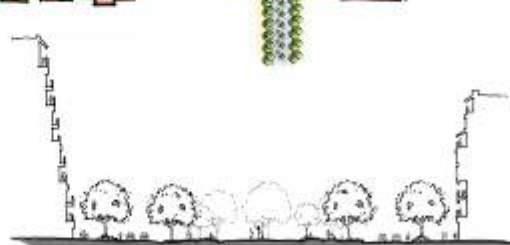
Axonometric



F Street Typical Present Section

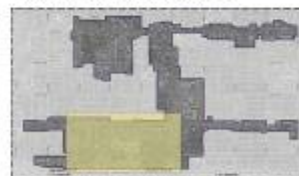


F Street Typical Future Section



Section Through Park

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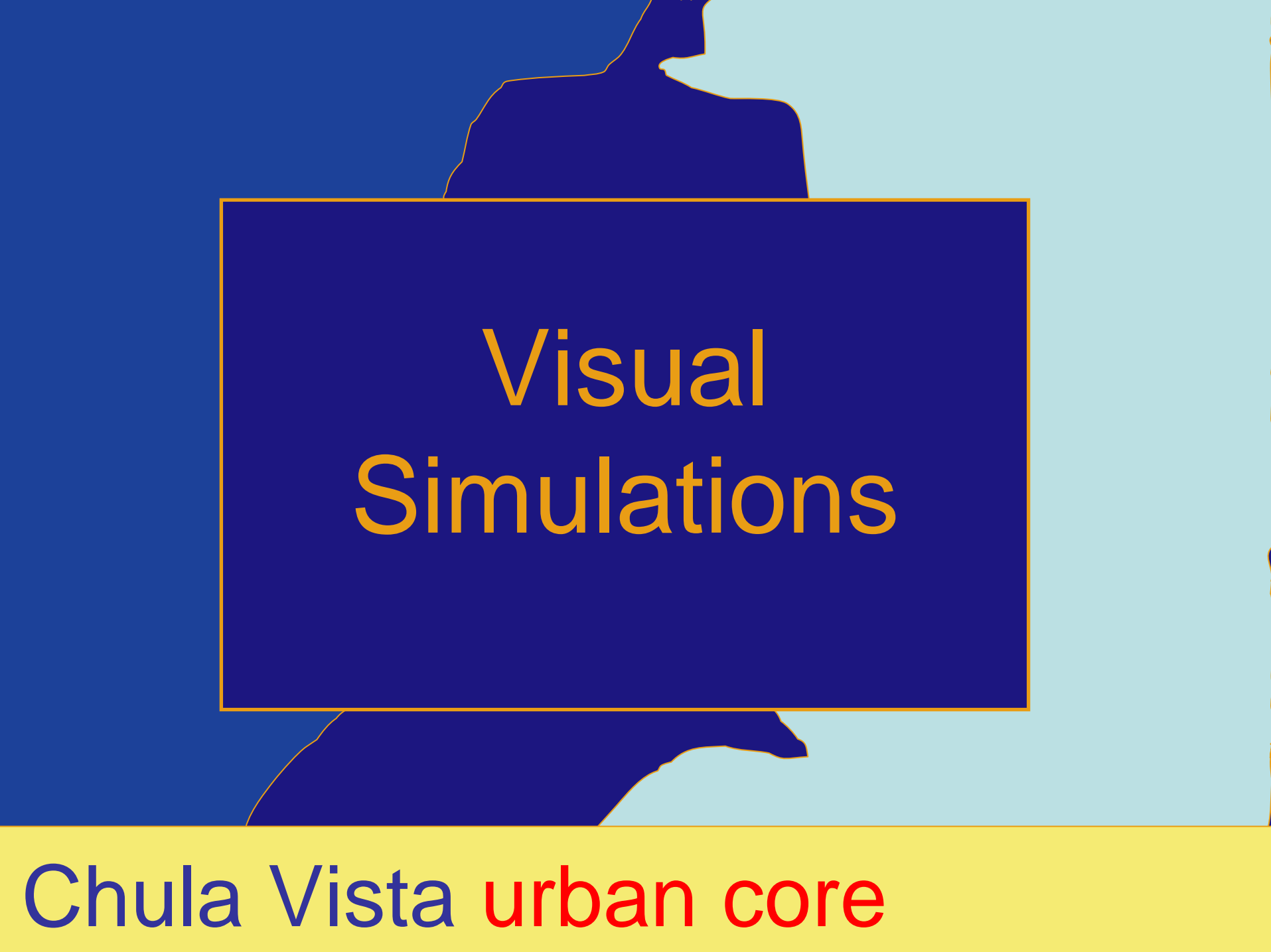
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The Promenade

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The background of the slide features a stylized map of the Chula Vista urban core. The map is composed of dark blue landmasses and light blue water bodies, with a yellow rectangular area at the bottom. The title 'Visual Simulations' is centered within a dark blue rectangle with a yellow border.

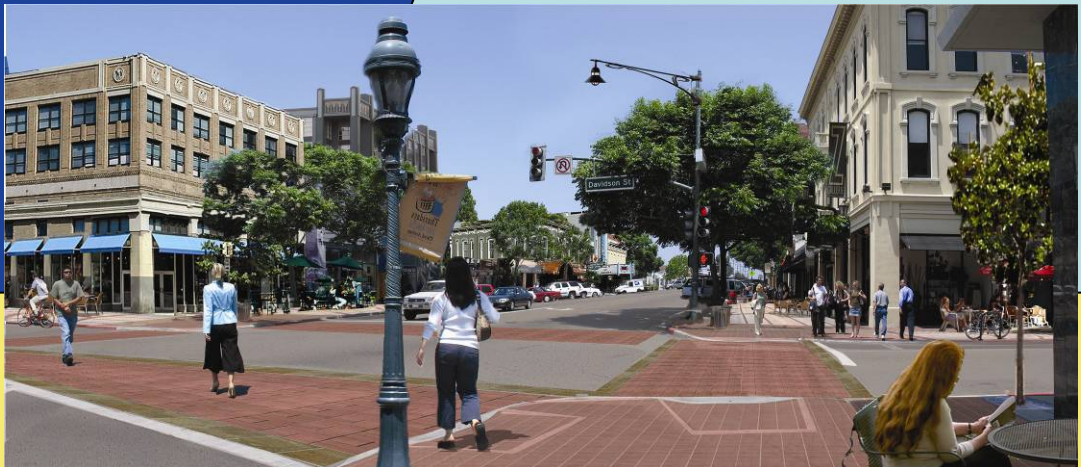
Visual Simulations

Chula Vista **urban core**

A map of Chula Vista, California, with a dark blue urban core area highlighted. The urban core is bounded by 3rd Avenue to the north, H Street to the south, F Street to the east, and Broadway to the west. The rest of the city and surrounding areas are in a lighter blue color.

3rd Avenue
H Street
F Street
Broadway

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3rd Avenue



H Street



F Street



Broadway



Draft Community Benefits Program

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Community Benefits Program

- Three main areas:
 - Mobility
 - Amenities
 - Additional Community Improvements

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Mobility

- Pedestrian
- Bicycles
- Transit
- Street Improvements

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Pedestrian Improvements

- Sidewalks
 - 3rd Avenue
 - F Street
 - H Street
 - Broadway
- Paseos
 - Throughout

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Bicycle Improvements

- Surface/Route Improvements
 - F Street (Class II)
 - H Street (Class II)
 - Broadway (Class II)
- Bike Racks
 - Public and Private throughout

Note: Currently have Class III bikeways on 4th Avenue, 5th Avenue (except between H Street and I Street and between F Street and J Street)

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Transit Improvements

- West Side Loop
 - Links Urban Core and Bayfront
 - Includes establishing the system and operations
- Station Improvements
 - 3rd Avenue/H Street
 - 5th Avenue/H Street
 - Trolley (H Street)
 - Trolley (E Street)
- Bus Stop/Shelters
 - Throughout

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Amenities

- Streetscapes
 - 3rd Avenue
 - F Street
 - H Street
 - Broadway
 - Guidelines (now)
 - Precise Design/Engineering
 - Construction/Maintenance
- Gateways
 - Guidelines (now)
 - Precise Design/Engineering
 - Construction/Maintenance

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Amenities

- Wayfinding
 - Guidelines (now)
 - Precise Design/Engineering
 - Construction/Maintenance
- Public Art
 - Arts Master Plan
- Storefront/Façade Improvements
 - Program Update/Expansion

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Additional Community Improvements

- Parks
 - Complete Parks Master Plan (in progress)
 - Pursue Opportunity Sites
 - Lower Sweetwater
 - Memorial Park Annex
 - Neighborhood Park south of Broadway
- Plazas
 - 3rd Avenue/H Street (open for public use)
 - 5th Avenue/H Street
 - Broadway/H Street
 - 3rd Avenue/Memorial Park
 - Public and private plazas throughout

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Additional Community Improvements

- Schools
 - Two Districts
 - Chula Vista Elementary School (CVESD)
 - Sweetwater Unified High School District (SUHSD)
 - Coordinate with school districts, facilities strategy, facility joint use opportunities
- Utilities Upgrades
 - Water, Sewer, Stormwater Drainage, Electricity, Gas
- Parking Master Plan
 - Re-evaluate/expand 3rd Avenue parking district
 - Evaluate new parking districts for Transit Focus Areas

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Key Short-Term Demonstration Projects

- Gateway Master Plan and Designs
- 3rd Avenue Streetscape Master Plan and Improvements
- Parking Analysis for Village Area

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Implementation Funding “Tool Box”

- BID – property based Business Improvement District(s); expand or form new districts for specific areas
- General Fund
- City’s Capital Improvement Program (CIP)
- Grant Funding
- Redevelopment Funds – Tax Increment Financing, Set Aside Funds
- Assessment Districts

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Implementation Funding “Tool Box”

- Impact Fees/In-Lieu Fees
- Parking District
- User Fees
- Parking in-lieu fees
- Community Development Block Grants
- TransNet Funds
 - Smart Growth Incentive Fund (SANDAG) – planning grants

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Implementation Funding “Tool Box”

- Incentive Zoning
- Development Agreements
- Benefit Assessment Districts
- Lighting and Landscape Districts
- Community Facilities District (Mello Roos)

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Historical Perspective

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Historical Overview

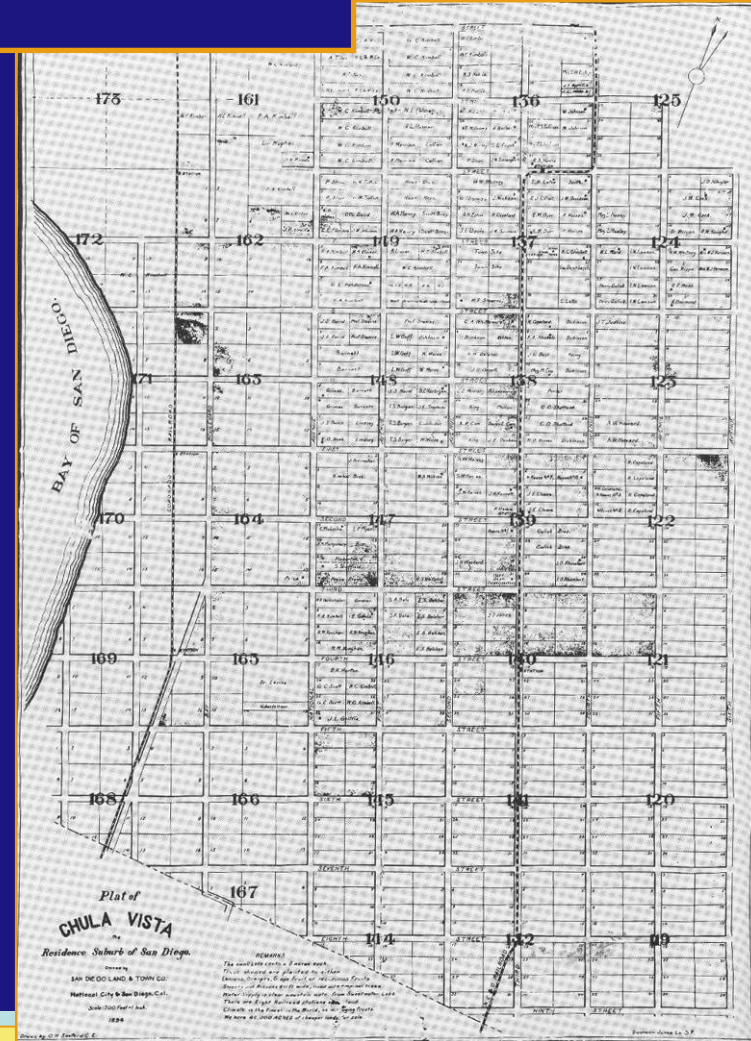
- Chapter III of Specific Plan
- Will cover “lifecycle” of our community
 - Focus on early 1900’s to the present
 - Chula Vista has experienced several cycles already... and is positioned for change again
- Specific Plan will help shape how next lifecycle will emerge

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Early 1900's

- In the late 1800s, San Diego Land and Town Company developed the 5,000-acre Chula Vista tract
- In 1911, City of Chula Vista was officially incorporated
 - Population 550
 - Corner of Third Avenue and F Street was center of town
 - Lemon Orchards dominated the landscape



Chula Vista Plat Map 1894

Chula Vista urban core

Chula Vista - Early 1900's



Corner of Third Ave & F Street 1936



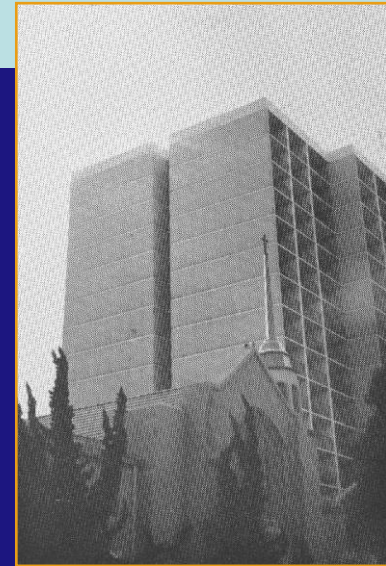
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The “Rohr”ing 50’s +



- City experienced significant expansion in WWII
 - Location of Rohr Aircraft Corp. employing 9,000
 - Many war/military service veterans remain in City
- Population of Chula Vista tripled from 1940 to 1950
- Major projects:
 - Residential housing west of I-5
 - 1962 – Chula Vista Shopping Center
 - 1972 – 1st high-rise building, 16-story tower on F Street

Congregational Tower
on F Street



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Later 1900's



- 1960's - 1970's - Signs of decline begin to appear in parts of the Urban core
 - 1st City redevelopment projects to revitalize the Urban Core resulted in some successes
- Focus shifted to new areas annexed to City (Montgomery and eastern territories)



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Looking to the Future Year 2005 +

- City is at a crossroads both regionally and locally
- Significant demand for growth (approximately 280,000 people projected by 2030)
- Take advantage of housing needs, economic climate
- Plan for possible recycling of aging housing stock (50+ years old)
- Re-establish the walkable community core it once was



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Linking the Past to the Future

- Village Development and Design Guidelines
 - Build on and enhance traditional ambiance along Third Avenue
- Gateway Design Guidelines
 - Recommendations incorporate traditional themes



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Zoning Modifications

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General Changes

- FARs adjusted (higher intensities focused on TFAs)
- Setbacks and Lot Coverage adjusted
- Preferred Lot Coverage range is provided for flexibility
- Parking adjustments, minimum parking increased in some districts, maximum parking eliminated from all districts
- Neighborhood Transition Combining Districts apply only to sub-districts adjacent to R-1 and/or R-2 districts
- Consider developing FAR minimum

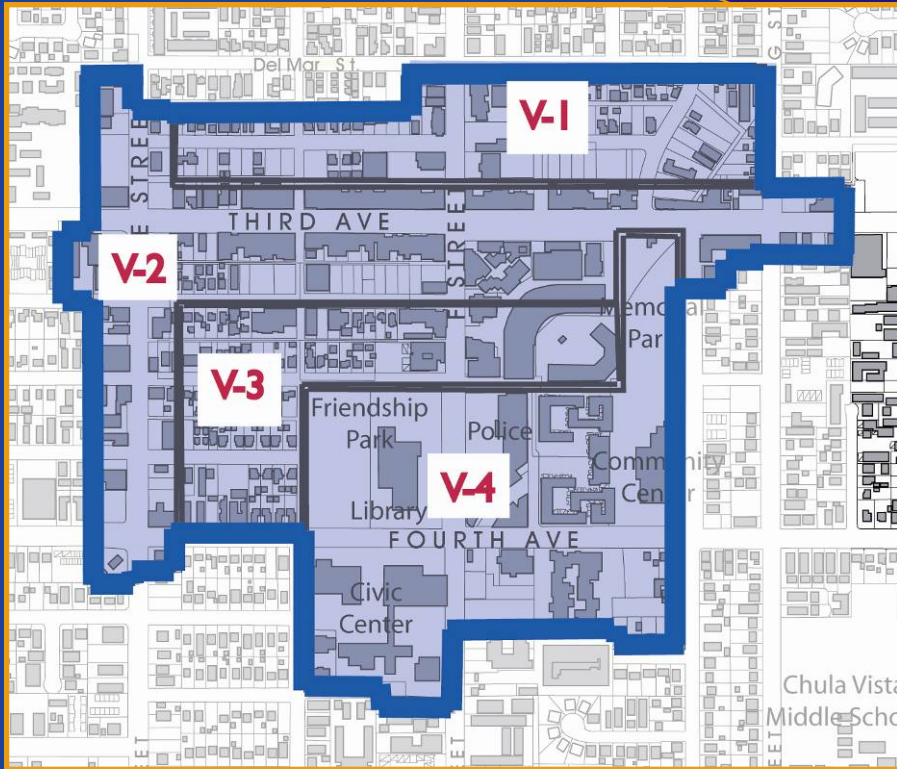
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Village Changes

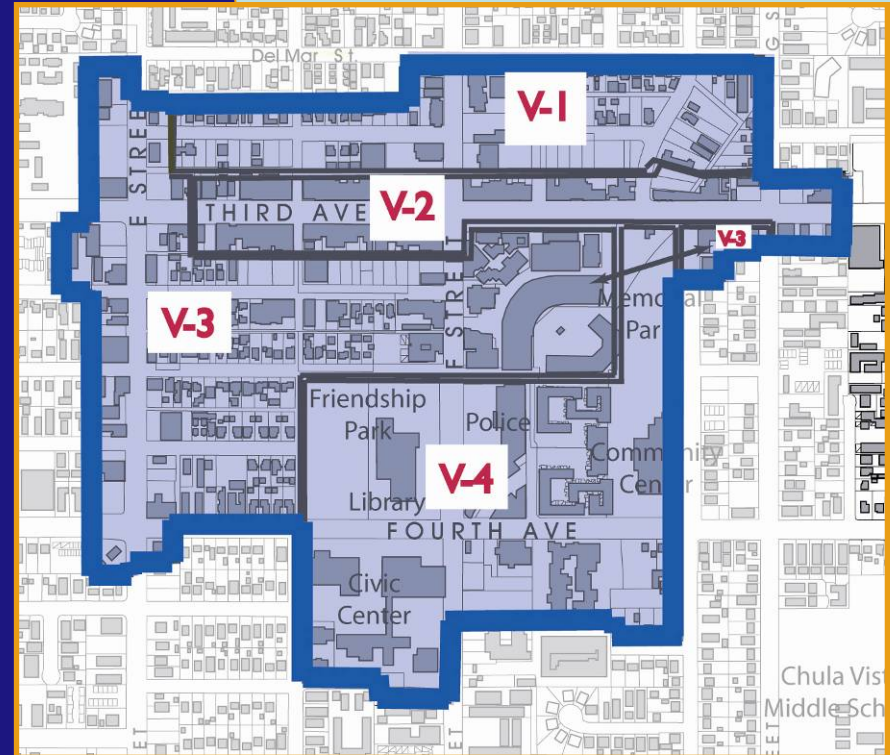
- Boundary changes for V-2 and V-3 sub-districts (next slide)
- V-2
 - FAR reduced from 3.0 to 1.5
 - Building Height reduced from 84' to 45'
- V-3
 - FAR increased from 3.5 to 4.5

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V-2 & V-3



Before



After

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Urban Core Changes

- UC-4
 - FAR increased from 1.0 to 2.0
- UC-5
 - FAR increased from 1.0 to 2.0
- UC-7
 - Building Height reduced from 84' to 60'
- UC-9
 - FAR increased from 1.0 to 2.0
 - Building Height increased from 60' to 72'
- UC-10
 - Building Height reduced from 120' to 72'
- UC-16
 - Building Height increased from 45' to 60'

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Corridors Changes

- No change in FAR
 - Set at 1.0 which is 3 times currently allowed FAR

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Incentives

- Some items that were previously incentives are now addressed by regulations:
 - General Mixed Use
 - Transit Focus Areas Mixed Use
 - Ground Floor Retail
 - Site Access
 - Affordable Housing
 - Increased Building Heights

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Incentives

- Items that remain incentives:
 - Underground Parking
 - LEED
 - Public Parks & Plazas
 - ? Community Services and Human Services
 - ? Historic or Architectural Acquisition/Maintenance

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Next Steps

- Public Hearing Draft
- One more Advisory Committee Meeting
– Mid August
- Advisory Committee will receive updates throughout the intervening time between meetings

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The
End